

## 2005 Utah Tourism at a Glance

- Traveler spending rose an estimated 9.9% in 2005 to \$5.45 billion in the Utah economy
- Traveler spending is estimated to have generated \$433 million in state and local tax revenues\* (Approximately \$494 per Utah housing unit, an increase of 6.9% compared to 2004)
- Estimates of non-resident tourism arrivals increased 4.0% to 18.2 million\*
- Estimated 119,900 jobs\* in travel and tourism-related industries (Approximately 10% of total Utah nonfarm jobs)
  - 82,400 Direct tourism jobs
  - 37,500 Indirect tourism jobs
- Utah overnight leisure visitors (including Utah residents and non-residents) are estimated to have spent on average \$74 per person per day and stayed 2.84 nights (2004 Data)
- 87% of Utah's visitors come from the Western United States (2004 Data). Top markets include:
  - Utah
  - California
  - Idaho
  - Nevada
  - Colorado
  - Texas
  - Oregon
- International visitors accounted for 3.6% of total non-resident visitation with an estimated 650,000 visits in 2005. Top international markets include: (2004 Data)
  - Canada
  - Mexico
  - Germany
  - United Kingdom
  - France
  - Japan
  - Netherlands
  - South Korea
- International visitors\*\* to Utah spend an estimated \$88 per day and stay 4.1 nights in Utah (2004 Data)
- 5.3 million recreation visits were made to Utah's five national parks during 2005. Another 4.9 million recreation visits combined occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 4.4 million visitors enjoyed Utah's 41 state parks during 2005
- 22.8 million vehicles crossed Utah's borders along Interstate highways in 2005\*
- 22.2 million passengers arrived at Salt Lake International Airport during the year – an increase of 21.2%
- Utah's 13 ski resorts hosted 4.1 million skier days during the 2005/06 season
- 598,863 visitors stopped at one of Utah's six Welcome Centers during 2005
- 65.0% statewide hotel/motel occupancy rate in 2005, compared to 60.8% in 2004

\*These figures are estimates which may be revised once final year-end figures become available.

\*\*Excludes data from Mexico which is not available at this time. The U.S. Department of Commerce is working with Mexico to obtain tourism data.